

**DETERMINANT FOR ORGANIZATIONAL COMMITMENT IN HIGHER EDUCATION
INSTITUTION IN MALAYSIA:
A CASE STUDY IN UNIVERSITI KUALA LUMPUR**

A project paper submitted to the College of Business
in partial fulfillment of the requirements for the degree of
Master of Human Resource Management
Universiti Utara Malaysia

By:

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IN MALAYSIA: A CASE STUDY IN UNIVERSITI KUALA LUMPUR**

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ABSTRACT

This study examined the relationship between job characteristic and organizational culture towards the organizational commitment among the employees in Universiti Kuala Lumpur (UniKL). Data was gathered through distributed questionnaires answered by 115 respondents from employees in City Campus which located in Kuala Lumpur. Data was analyzed using the Statistical Package for Social Sciences (SPSS v.12) where descriptive analysis was used to analyze the social demographic variable of the respondent; Pearson Correlation was used to study the existence of the relationship and the Multiple Regression Analysis was used to analyze the level of significant relationship between job characteristics and organizational culture with the employees' organizational commitment. Findings of the study revealed that there is significant and positive relationship between organizational cultures with the organizational commitment in UniKL. However, no relationship is significant to the other determinant (job characteristics). The study has also indicated that the organizational culture is more dominant as a factor in influencing the organizational commitment.

ABSTRAK

Tujuan kajian ini adalah untuk menyelidik sejauh mana perkaitan di antara karekteristik kerja dan budaya organisasi terhadap komitmen organisasi di kalangan wargakerja Universiti Kuala Lumpur (UniKL). Data telah dikumpul melalui borang kaji selidik yang diedarkan dan telah dijawab oleh seramai 115 orang warga kerja di kampus kota yang terletak di Kuala Lumpur. Data telah dibuat analisa dengan menggunakan SPSS v.12. di mana analisa deskriptif dibuat ke atas semua data demografi responden. Manakala analisa Regreasi digunakan untuk melihat kewujudan perkaitan di antara pembolehubah-pembolehubah dan Korelasi Person pula digunakan untuk menilai signifikan kekuatan perkaitan di antara karektor tugas dan budaya kerja terhadap komitmen organisasi. Hasil kajian membuktikan bahawa, terdapat perkaitan yang positif dan signifikan di antara budaya kerja dan komitmen organisasi. Walaubagaimanapun, tiada perkaitan yang wujud di antara karekteristik kerja dan komitmen organisasi. Hasil kajian juga mendapati bahawa budaya organisasi adalah pembolehubah yang paling dominan untuk mempengaruhi komitmen organisasi.

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Universiti Kuala Lumpur

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CHAPTER ONE

INTRODUCTION

1.1 Introduction to the Study

Venturing into a higher education business in Malaysia is becoming very competitive as the number of public and private higher education institutions in the country are growing very fast and the trend of the rapid growth will continue in decades to come befitting Malaysia as a new educational hub in the region. The challenges evolved not only in getting enough students but also to attract and eventually retain competent people to run the business is double the effort.

As human capital is the most valuable asset in executing strategy and differentiating from competitors, the commitment of the employees is a major factor in determining the future success of the organization.

This study was conducted to gain a greater understanding on the impact of individual job characteristics and organizational culture to the organizational commitment of the employees. Ultimately, the result from this study can be used to improve the organization by ensuring that management is in tune with the needs of employees and by ensuring employees are aware of the organizations needs organizational commitment can be improved.

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